

Communications

Business Plan Report

Customer

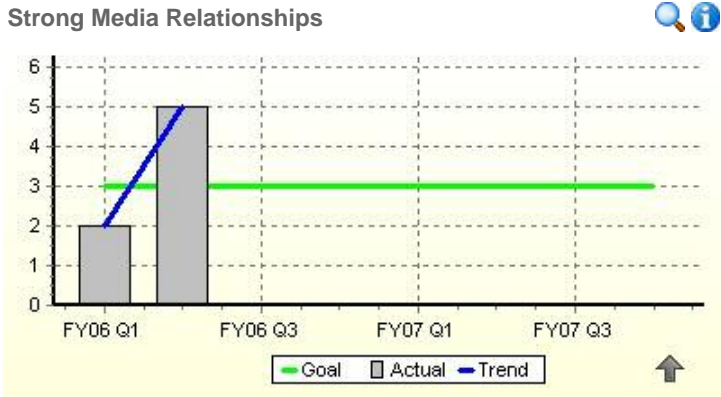
Objective Name	Owner(s)
User -friendly and effective media relations and public affairs programs (Easily accessible information regarding County services and programs - COM)	Marlene Brant Luis R. Fernandez Asheley Hepburn Paula Musto

Initiatives Linked To Objective	Owner(s)	GrandParent Objectives
Hurricane Preparedness Campaign	Marlene Brant Asheley Hepburn Carol Higgins	Enhance community access to reliable information regarding services and County government issues
Developing Skilled Staff	Luis R. Fernandez Asheley Hepburn Paula Musto	
Establish Community Newspaper Standards	Marlene Brant Luis R. Fernandez Asheley Hepburn	(ES2.1) Easily accessible information regarding County services and programs (priority outcome)

Measures	Owner(s)
Conduct Site Visits with Print and TV Media Outlets to Promote Strong Media Relationships	Luis R. Fernandez Asheley Hepburn
Establish strong media relationships, Media Relations staff will conduct visits to all major print and TV media outlets with a minimum of 12 visits (six TV stations plus six print - Miami Herald, Daily Business Review, and Miami Today).	

Performance Graph

Strong Media Relationships



↑ good direction

updated: 4/25/2006

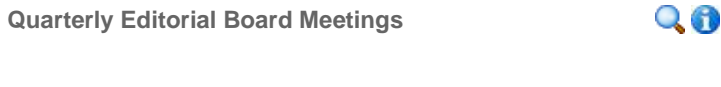
Initiatives Linked To Measure

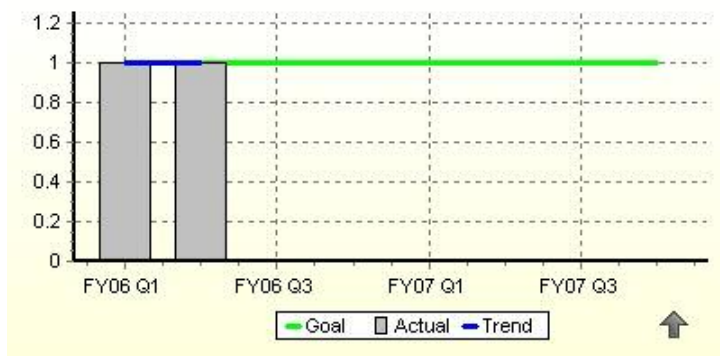
Owner(s)

Child Measures Linked To Measure

	ACTUAL	GOAL	DATE
<div> <div></div> <div>Visit Print Media Outlets</div> </div>	4	2	FY06 Q2
<div> <div></div> <div>Vist TV Media Outlets</div> </div>	1	2	FY06 Q2

Quarterly Editorial Board Meetings	Luis R. Fernandez Asheley Hepburn
Keep major daily newspapers informed on issues, schedule and facilitate Miami Herald editorial board meetings on a quarterly basis to address critical County topics	

Performance Graph		Initiatives Linked To Measure	Owner(s)			
<div><div><div>Quarterly Editorial Board Meetings</div><div></div></div><div><div>↑ good direction</div><div>updated: 4/25/2006</div></div></div> <div><div>Child Measures Linked To Measure</div><table><tr><th></th><th>ACTUAL</th><th>GOAL</th><th>DATE</th></tr></table></div>			ACTUAL	GOAL	DATE	
	ACTUAL	GOAL	DATE			



↑ good direction

updated: 4/11/2006

Record Request Turnaround Time

Luis R. Fernandez Asheley Hepburn

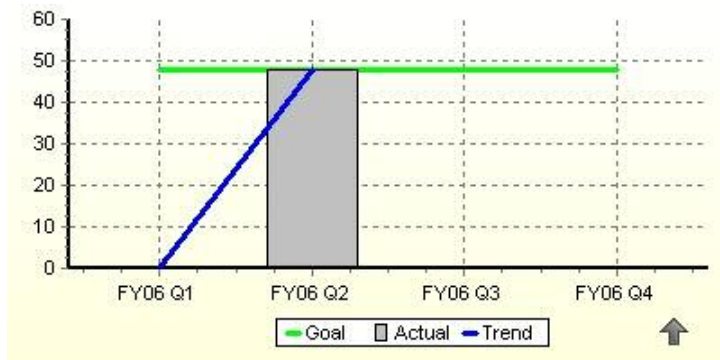
Service all public records requests from media within a 48 hour turnaround for the initial response.

Performance Graph

Initiatives Linked To Measure

Owner(s)

Record Request Turnaround Time



↑ good direction

updated: 4/27/2006

Child Measures Linked To Measure

ACTUAL	GOAL	DATE

Objective Name	Owner(s)
Enhance visibility of County government success stories using county-controlled communications outlets. (Positive image of County government - COM)	Marlene Brant Asheley Hepburn

Initiatives Linked To Objective	Owner(s)	GrandParent Objectives
Advertising Consolidation Pilot Program	Marlene Brant Asheley Hepburn	Enhance community access to reliable information regarding services and County government issues
Marketing Support to the County Manager's Office	Marlene Brant Luis R. Fernandez Asheley Hepburn Cynthia Martinez	
Visibility of 311 and "Delivering Excellence" Brand.	Marlene Brant Asheley Hepburn	Parent Objectives (ES2.3) Positive image of County government

Measures	Owner(s)
MDTV - INSIDE	Carol Higgins Donn Patchen Asheley Hepburn
The number of segments produced and televised for the television show "INSIDE"	

Performance Graph	Initiatives Linked To Measure	Owner(s)
<div>MDTV - INSIDE</div> <p>↑ good direction updated: 4/7/2006</p>		

MDTV - County Connection	Carol Higgins Donn Patchen Asheley Hepburn
Number of episodes of "County Connection" produced and televised	

Performance Graph	Initiatives Linked To Measure	Owner(s)
<div>MDTV - County Connection</div> <p>↑ good direction updated: 4/7/2006</p>		

Miami-Dade TV activity	Carol Higgins Donn Patchen Asheley Hepburn
Number of episodes of Miami-Dade Now and Miami-Dade AHORA produced	

Performance Graph	Initiatives Linked To Measure	Owner(s)
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Miami-Dade TV activity



↑ good direction

updated: 4/7/2006

MDTV - Promotional spots activity

Carol Higgins Donn Patchen Asheley Hepburn

Number of promotional spots produced and televised

Performance Graph

MDTV - Promotional spots activity



↑ good direction

updated: 4/7/2006

Marketing - Miami-Dade NOW

Marlene Brant Asheley Hepburn

Produce a quarterly newsletter to inform the community on county programs, services and activities for insertion into Community Newspapers and distributed at County facilities.

Performance Graph

Marketing - Miami-Dade NOW



↑ good direction

updated: 4/12/2006

Marketing - Employee Source

Marlene Brant Asheley Hepburn

Produce an employee quarterly newsletter to disseminate information on countywide employee-related topics in an effective and efficient mannner.

Performance Graph

Child Measures Linked To Measure

	ACTUAL	GOAL	DATE
Number of episodes of Miami-Dade AHORA	6	5	FY06 Q2
Number of episodes of Miami-Dade Now	6	5	FY06 Q2

Initiatives Linked To Measure

Owner(s)

Child Measures Linked To Measure

ACTUAL GOAL DATE

Initiatives Linked To Measure

Owner(s)

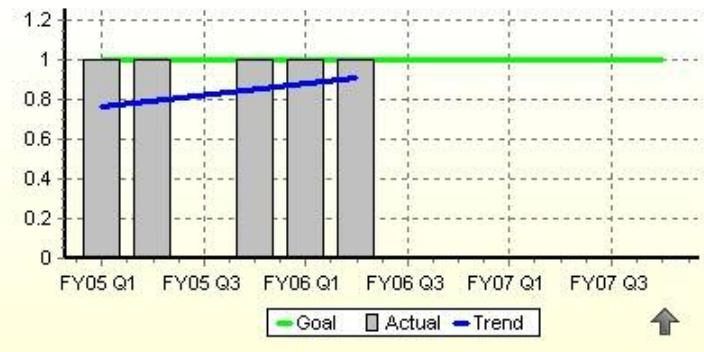
Child Measures Linked To Measure

ACTUAL GOAL DATE

Initiatives Linked To Measure

Owner(s)

Marketing - Employee Source



↑ good direction

updated: 4/12/2006

Child Measures Linked To Measure

ACTUAL GOAL DATE

Objective Name	Owner(s)
Create and execute marketing campaigns aligned with County Manager priorities and in support of departmental initiatives. (Responsive communications services for other County departments - COM)	Marlene Brant Luis R. Fernandez Asheley Hepburn Cynthia Jones Communications

Initiatives Linked To Objective	Owner(s)	GrandParent Objectives
Stronger Liaisons with Departmental PIO's	Luis R. Fernandez Asheley Hepburn	
Strengthen Emergency Communications Skills	Luis R. Fernandez Asheley Hepburn	Parent Objectives
Support Marketing - Building Better Communities Bond Program	Marlene Brant Asheley Hepburn	
Communications Support to Elected Officials	Toni-Anne Blake Asheley Hepburn Cynthia Jones	

Measures	Owner(s)
Monitoring Branding Guidelines	Frank Guemes Asheley Hepburn
Monitor branding guidelines to ensure that they are adhered to by department. Audit 100% of graphic projects for compliance to branding guidelines.	

Performance Graph	Initiatives Linked To Measure	Owner(s)						
<div>Monitoring Branding Guidelines</div> <div> <div>↑ good direction</div> <div>updated: 4/27/2006</div> </div>								
	Child Measures Linked To Measure							
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ACTUAL	GOAL	DATE						

The Number of Media Training Sessions

Luis R. Fernandez Asheley Hepburn

Expand media training to reach more department directors and key staff by increasing the number of media training sessions from four to six per year.

Performance Graph

The Number of Media Training Sessions

Period	Actual	Goal
FY06 Q1	1	2
FY06 Q3	2	2
FY07 Q1	-	2
FY07 Q3	-	2

↑ good direction

updated: 4/11/2006

Initiatives Linked To Measure

Owner(s)

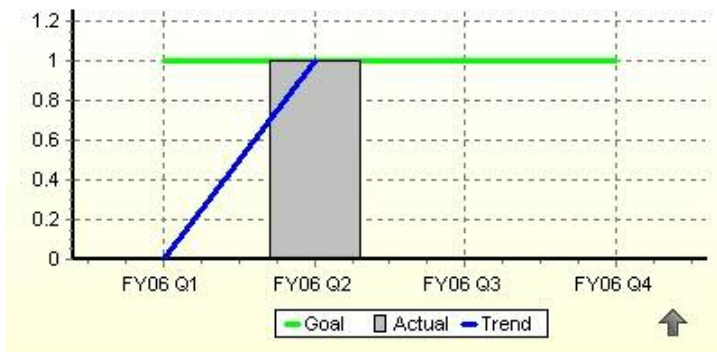
Child Measures Linked To Measure

	ACTUAL	GOAL	DATE
The Number of Individuals Completing MediaTraining	n/a	n/a	

Quarterly PIO Meetings	Luis R. Fernandez Asheley Hepburn
Conduct four quarterly PIO meetings to be held annually that guide countywide messaging and marketing initiatives.	

Performance Graph

Quarterly PIO Meetings



↑ good direction

updated: 3/29/2006

Initiatives Linked To Measure

Developmental Training

Owner(s)

Luis R. Fernandez
Asheley Hepburn Paula Musto

Child Measures Linked To Measure

ACTUAL GOAL DATE

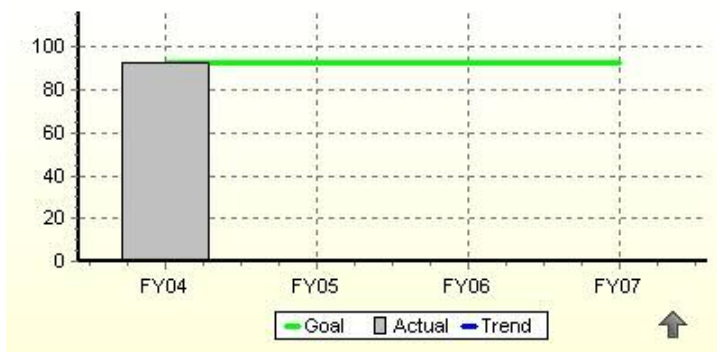
Graphics Customer Satisfaction

Asheley Hepburn Cynthia Jones

Maintain a timely turnaround for all graphics services by achieving an annual customer satisfaction rating of 93%. Survey to be conducted during the 3rd quarter.

Performance Graph

Graphics Customer Satisfaction



↑ good direction

updated: 4/3/2006

Initiatives Linked To Measure

Owner(s)

Child Measures Linked To Measure

ACTUAL GOAL DATE

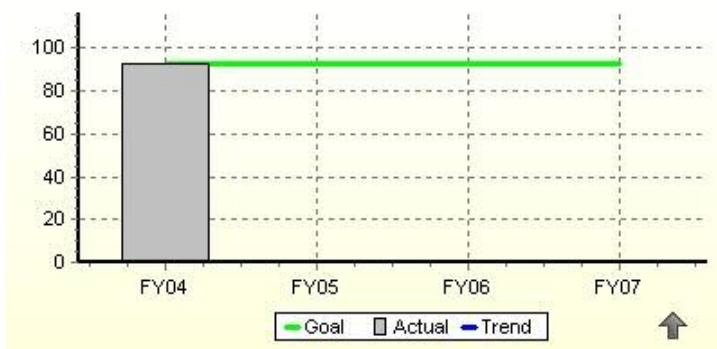
Translation Customer Satisfaction

Asheley Hepburn Luis R. Fernandez

Maintain a timely turnaround for all graphics services by achieving a customer satisfaction rating of 93% annually. Survey to be conducted during the 3rd quarter.

Performance Graph

Translation Customer Satisfaction



↑ good direction

updated: 3/29/2006

Initiatives Linked To Measure

Owner(s)

Child Measures Linked To Measure

ACTUAL GOAL DATE

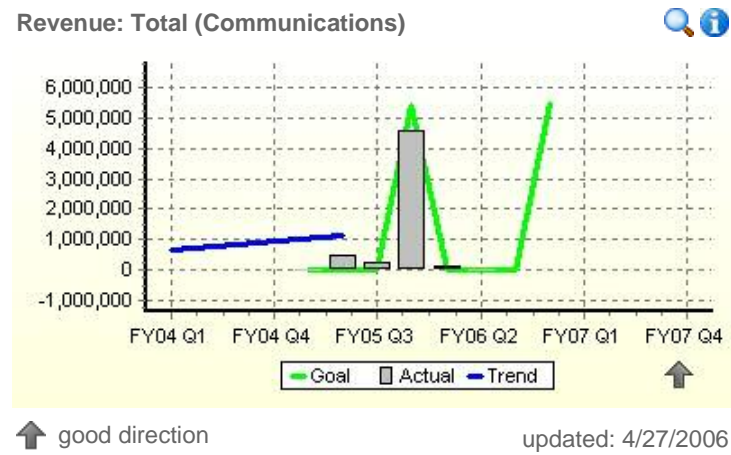
Financial

Objective Name	Owner(s)
Meet Budget Targets (Communications)	Paula Musto

Initiatives Linked To Objective	Owner(s)	GrandParent Objectives
		(ES8.2) Planned necessary resources to meet current and future operating and capital needs (priority outcome)
		Parent Objectives
		(ES8.2.1) Meet Budget Targets

Measures	Owner(s)
Revenue: Total (Communications)	Paula Musto Asheley Hepburn
Total revenue in \$1,000s (from FAMIS)	

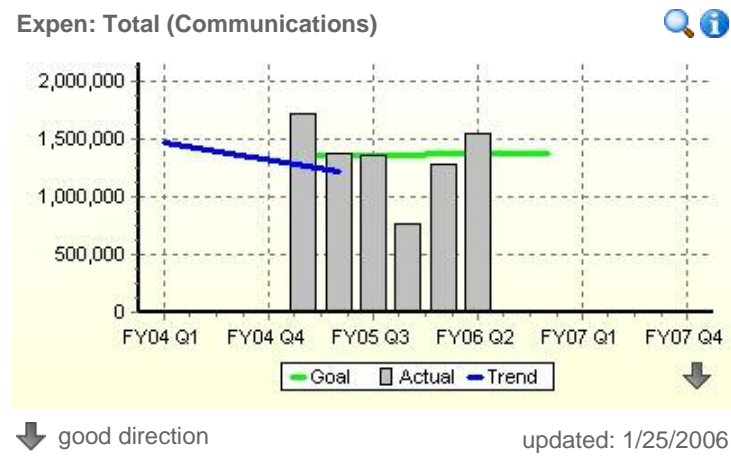
Performance Graph	Initiatives Linked To Measure	Owner(s)
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Child Measures Linked To Measure	ACTUAL	GOAL	DATE
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Expen: Total (Communications)	Paula Musto Asheley Hepburn
Total expenditures in \$1,000s (from roll-up of Personnel, Other Operating, and Capital)	

Performance Graph	Initiatives Linked To Measure	Owner(s)
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Child Measures Linked To Measure	ACTUAL	GOAL	DATE
Expen: Personnel (Communications)	\$1,209,000	\$1,171,000	FY06 Q2
Expen: Other Operating (Communications)	\$330,000	\$191,000	FY06 Q2
Expen: Capital (Communications)	\$6,000	\$4,500	FY06 Q2

Internal

Learning and Growth
